

## ABSTRACT OF THE DISCLOSURE

A communications system, method and computer program product, including, transmitting in a terrestrial analog broadcast channel digital information common to users within a broadcast coverage area and digital information unique to users within the broadcast coverage area. The system, method and computer program product further include partitioning the terrestrial analog broadcast channel into a common information portion and a unique information portion, digitally modulating, within the common information portion, information common to the users within the broadcast coverage area, digitally modulating, within the unique information portion, information unique to the users within the broadcast coverage area, and transmitting the modulated common and unique information within the coverage area. The communications system, method and computer program product advantageously allows for delivery of TV program information and user specific data over existing 6 MHz terrestrial broadcast channels.

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